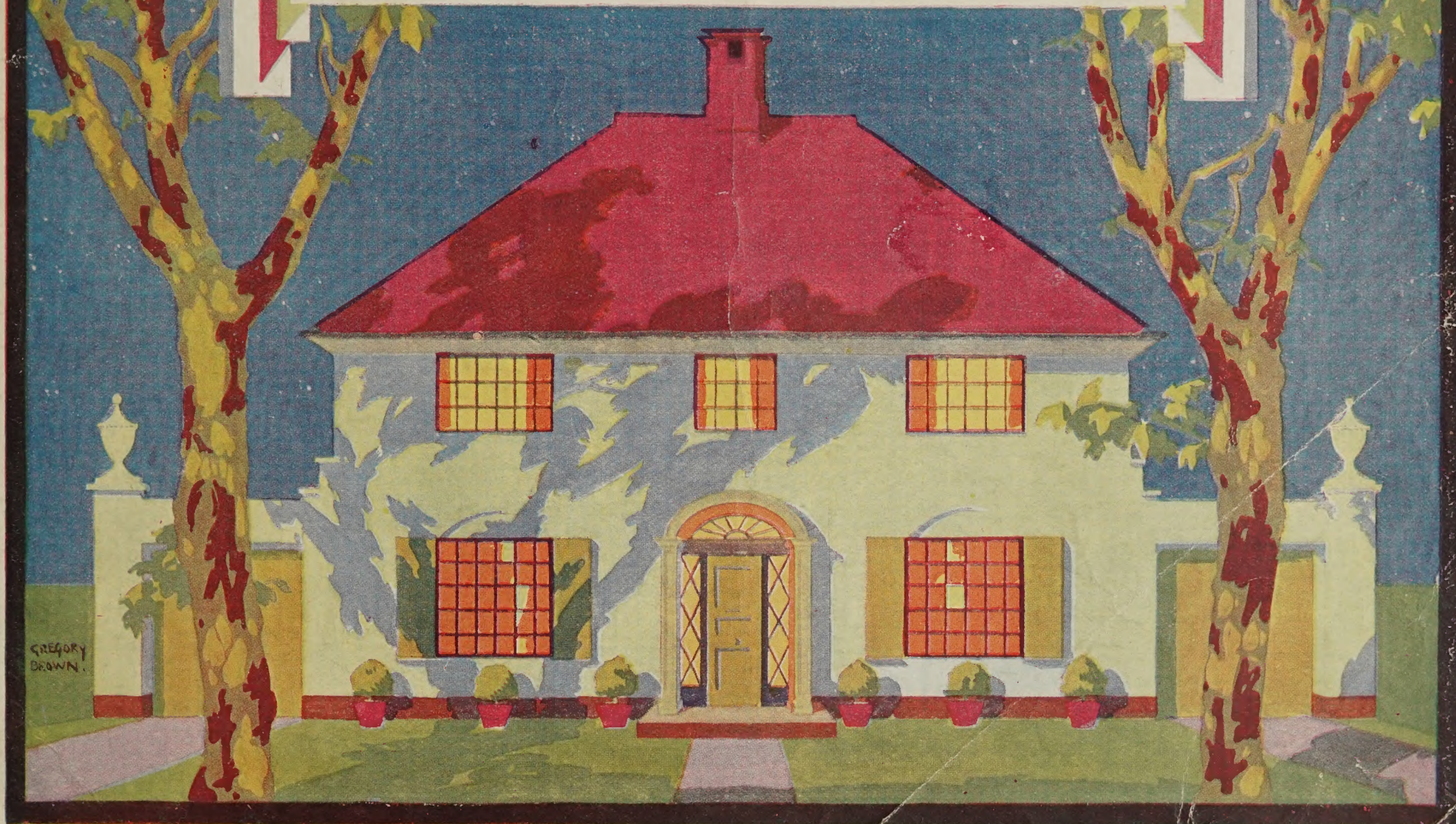


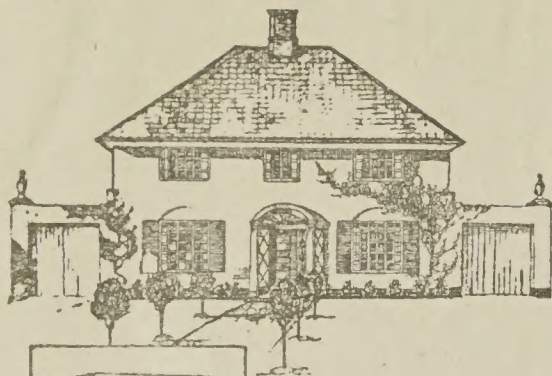
\$10

ELECTRIC LIGHTING · IN · THE · HOME ·

YOU CAN WIN THIS ELECTRIC HOUSE



. . . to the abolishment of discomfort and never-ending drudgery in the Home . . .



ELECTRIC LIGHTING IN THE HOME: NATIONAL COMPETITION

PRIZES

1st. A Freehold House fully wired and equipped with electric lighting, cooking, heating and labour-saving appliances ; or alternatively, a cheque for £2,000.

2nd. Electric Lighting Installation and/or Electrical Domestic Appliances to the value of £200.

3rd. Electric Lighting Installation and/or Electrical Domestic Appliances to the value of £100.

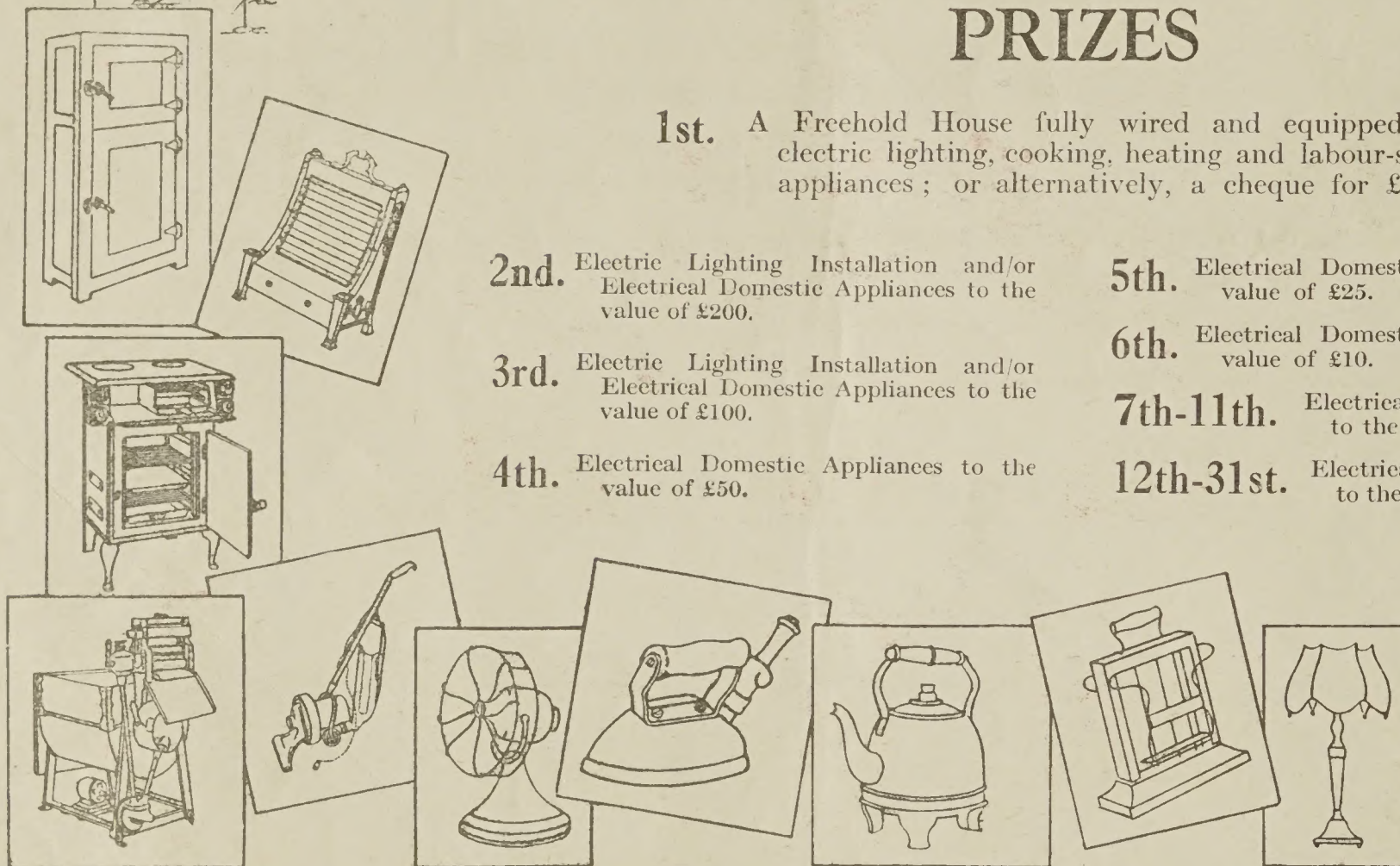
4th. Electrical Domestic Appliances to the value of £50.

5th. Electrical Domestic Appliances to the value of £25.

6th. Electrical Domestic Appliances to the value of £10.

7th-11th. Electrical Domestic Appliances to the value of £5 each.

12th-31st. Electrical Domestic Appliances to the value of £2 10s. each.



THIS Competition is promoted by the British Electrical Industry to interest the people and show them the benefits of Electric Lighting.

To show those who use Electricity for Lighting how to use it better; and those who do not, how to obtain its advantages.

The Committee of the British Electrical Development Association desire to tell the public what Electricity is now doing, and can do, in the Home of to-day and also to discover what you, and the public generally, consider to be the principal advantages of Electric Lighting.

To encourage interest in the story of this book Prizes are offered which will enable the winners to secure in their own homes the benefits to be obtained from the use of Electricity.

The First of these Prizes will be :—

A Freehold Electric House

OR

CHEQUE FOR £2,000

The House has been designed by Messrs. Imrie & Angell, Domestic Architects, and will be erected on a site selected by the winner, and fitted throughout with the latest Electrical Appliances.

All you have to do



One

Read the little book carefully : it contains many things you ought to know.

Two

Read the description of the proper electric fittings for the modern home, and make up your mind how you would light the rooms illustrated in the following pages; then fill in on page 19 the numbers indicating your choice of electric light fittings as shown on page 18.

Three

Having lighted up the rooms of the house to your own satisfaction, turn to page 20 and tell us, by re-arranging the order of the advantages (*write in figures only*) what you consider will be the popular verdict of the British public on the many advantages of electricity for lighting the home.

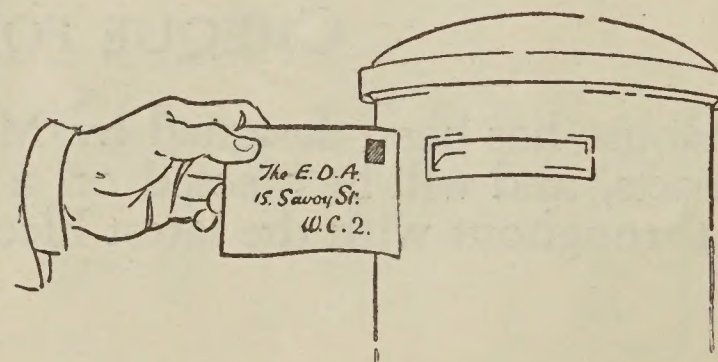
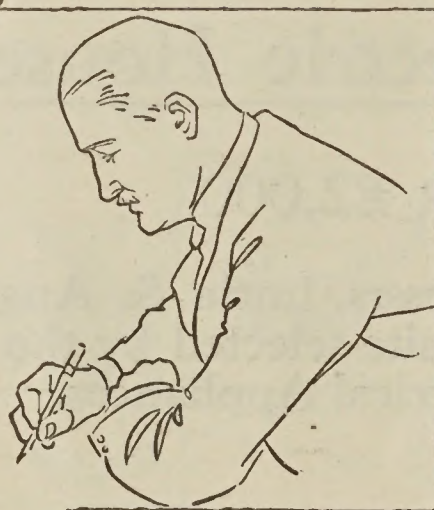
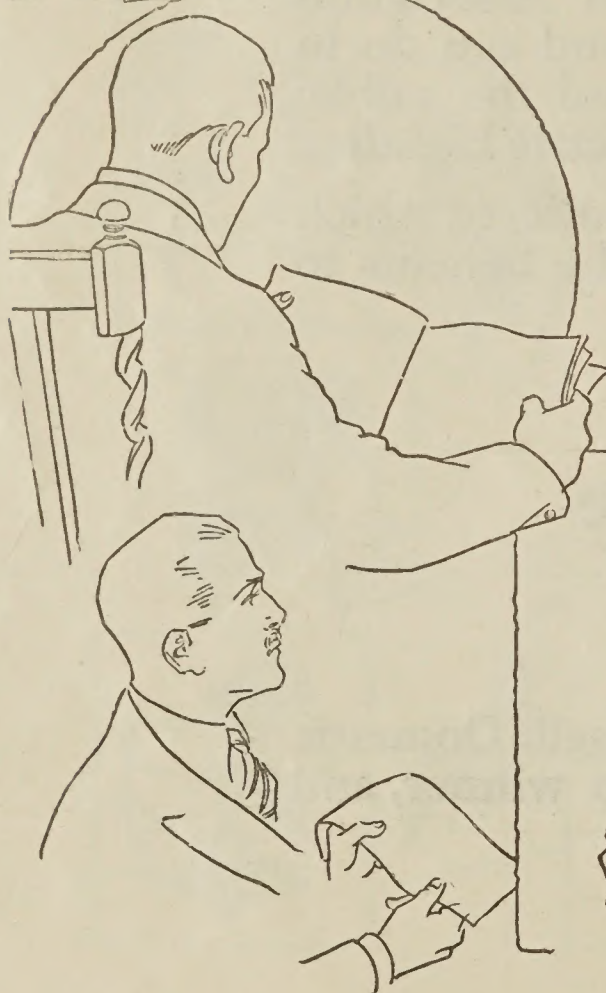
Four

Tear out the perforated ballot sheet (pages 19 and 20) and post to the address hereunder to reach us on or before 31st March, 1927. Your envelope must be marked "Ballot" in top left-hand corner.

THE BRITISH ELECTRICAL DEVELOPMENT ASSOCIATION,

15, SAVOY STREET,

STRAND, LONDON, W.C.2.



To Help You

DO you realise that electric light, when properly installed and used, provides the greatest contribution towards comfort and beauty that is available to the modern home?

Although this great boon has been at the service of the British public for a quarter of a century, there are hundreds of thousands of homes still employing out-of-date methods of lighting.

This state of affairs exists principally because a great many people are under the erroneous impression that electric light is a costly luxury within reach only of wealthy people. It is due to the intention of the electrical industry to correct this misapprehension that you are invited to enter this competition, and so become fully convinced of the supremacy of electricity for the lighting of your home. Electric light is easy and cheap to instal, economical in use, and in operation it is the acme of simplicity.

Progress in the electrical industry has been very rapid and there are many people who, having installed electric light many years ago, have neglected to bring their installations up-to-date, consequently they are using the best artificial light in the world in the worst possible way. No home lover ever deliberately desires to be old-fashioned; the suggestions given in this book, together with the help provided by the competition, will enable all who so desire to take full advantage of modern electric lighting practice. The principal essentials of good lighting are:—

Correct electric lamps.

Well-designed fittings.

Sufficiency of illumination.

Avoidance of glare and shadows.

Correct position for lights.

Suitable provision for switching.

Ample wall plugs.

Electric Lamps

Two types of electric lamps are available for use in the home. They are known respectively as "Gasfilled" and "Vacuum." The former give more light for a given current consumption than the latter. Gasfilled lamps should be used for all principal lighting requirements, and, wherever exposed to view, should have white diffusing bulbs. Vacuum lamps should be used for less important lighting requirements such as passages, cupboards, etc. Electric lamps are marked in watts, indicating the amount of current they use. For example, a lamp marked 100-W consumes 100-watt hours and will burn 10 hours with one unit of electricity. Suggestions for the lamps to use in each room are given on the following pages.

White and Coloured Lamps

Gasfilled electric lamps can now be obtained in plain glass, white opal, white and colour sprayed varieties. Lamps with clear bulbs, although the most commonly used, are the least suitable type and should only be employed when entirely shaded with silk or glass of such a density as to prevent the filament of the lamp being visible. White lamps are the most suitable type for general home lighting; they give a soft and splendidly diffused light. The colour sprayed type (especially yellow, orange, and flame) are eminently suitable for lounge halls, dining rooms, and drawing rooms.

Shades and Fittings

Personal taste is such an important factor in furnishing the home, and the range of fittings designs so vast, that it is impossible to make definite proposals concerning the choice of fittings. A few suggestions, however, showing what to avoid will be helpful in planning a good scheme of home lighting. Fittings should be selected not merely for their appearance; consideration should be given also to their suitability to provide the light *where* it is required. Some fittings merely shade the light whilst others actually direct it. Fittings and shades designed for the dull lamps of twenty years ago are quite unsuitable for the brilliant lamps of to-day. Clear glass shades should generally be avoided since they allow the glare of the lamps to irritate the eyes.

Illumination

The light given by electric lamps is *raw* and needs the refining influence of diffusers and shades in order to convert it into effective illumination. To avoid eye strain it is essential to have *sufficient* illumination for reading, working or playing, or your eyes will quickly tire. Insufficient light causes headache, discomfort and eye strain and often leads to the necessity of wearing glasses.

Glare and Shadows

The direct contrast of gloom is glare. The brilliancy of modern electric lamps is so great that they need to be shaded, or concealed, from direct vision in order to avoid irritation to the eyes. The inevitable results of glare are harsh shadows which, besides hindering the vision, spoil the effect of an interior however tastefully it may be designed. The appearance of many beautiful homes is utterly ruined by the effects of gloom, glare and shadows.

Lighting Positions

When all the other requirements of good lighting have been considered, it is necessary to ensure that the lighting points are fixed in the most suitable positions. A light hung behind your head will prevent you from seeing your face clearly in a mirror. Electric light is so adaptable that it needs only a little care to enable it to be under the complete control of the user. The light should be installed so as to be a ready and efficient servant—not an inflexible master.

Switches

In many positions in a house it is often very convenient to be able to switch the light “on” and “off” at more than one place. For example, the bedroom light requires to be switched on as you enter the room and switched off from the bedside, the hall light from the front door and again after you have ascended the stairs, either on the landing or half landing. This convenience can be achieved by providing two-way and three-way switch controls at trifling additional cost when a house is being wired.

Wall Plugs

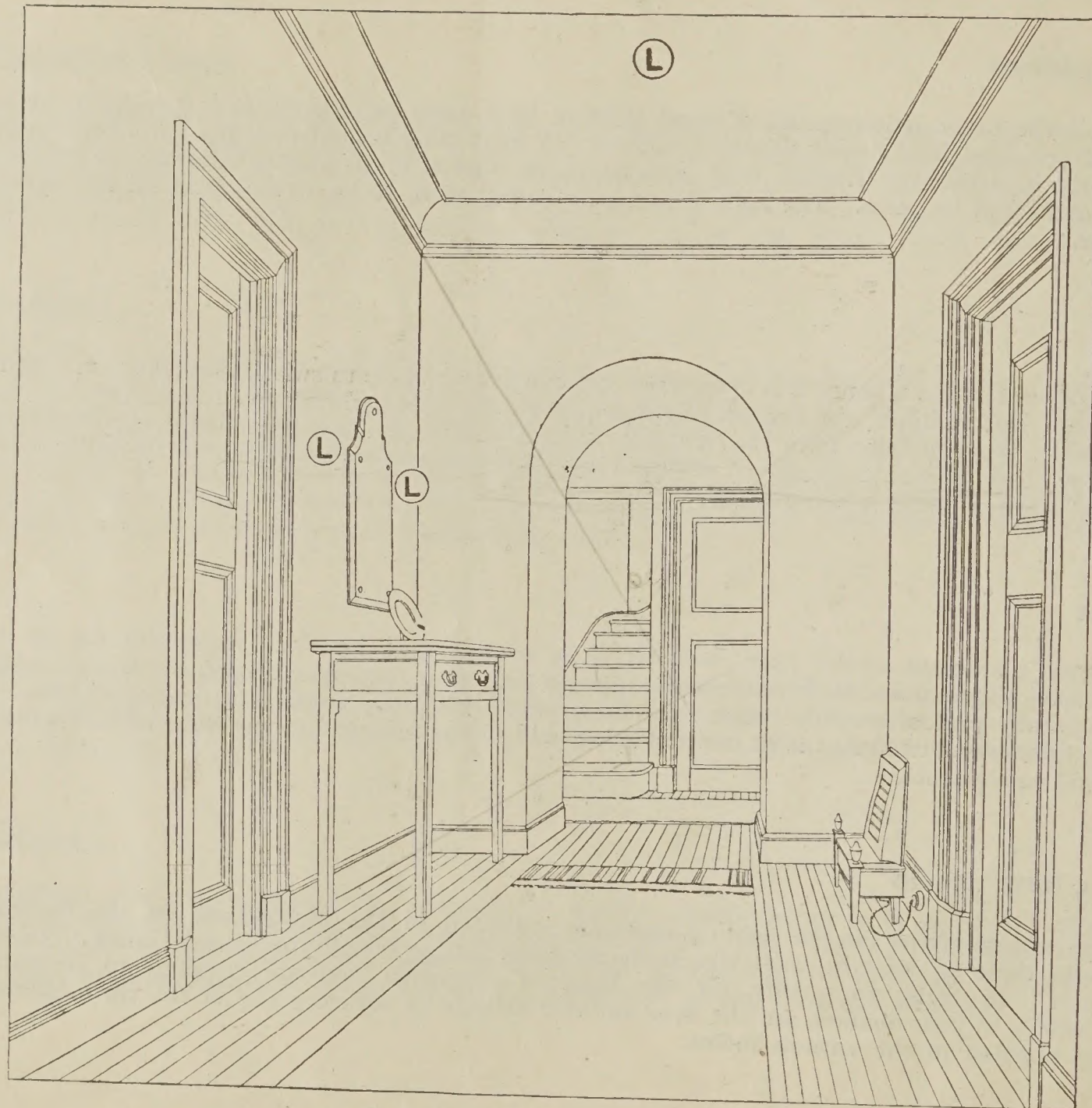
To obtain maximum service from electricity it is necessary to have an ample number of wall plugs; they are not expensive to instal and their convenience remains long after the cost is forgotten. They enable portable lamps to be placed in any part of a room, besides providing means for using simple electrical appliances.

Every room should have at least one wall plug, and in the principal rooms three or four will add considerably to comfort and convenience.

What you have to do

The correct positions for the lighting units are indicated in the illustrations on the following pages; you should refer to these in order to assist you in choosing the fittings which you consider most suitable for lighting the various rooms. In order to qualify for the Ballot Competition you are required to indicate in the circles on page 19 which, in your opinion, are the most suitable fittings by selecting one of the three alternatives shown for each lighting position in the various rooms.

The Hall



The Hall

“Say Welcome with Light”

IN the Hall your visitor receives a greeting and obtains the first impression of the inside of your home. A cheerful light gives the seal to your hospitality and emphasises, as no other artificial thing can, a really warm welcome to your guest.

In selecting lighting fittings make sure that no bright lamp filaments are visible.

If the lantern or fitting has clear glass sides use lamps with white or coloured bulbs. Clear bulbs should only be used in enclosed diffusing fittings. The size of **Gasfilled** lamps should be 40-watt, 60-watt, or 100-watt, according to the dimensions of the hall. Supplementary lighting by means of brackets or portable lamps add considerably to the decorative effects.

The landings will require an additional light, and for this purpose either a simple pendant or a bracket can be used, employing in either case a 40-watt white **Gasfilled** lamp. The landing light should be provided with two-way switches, enabling it to be controlled from either top or bottom of the staircase.

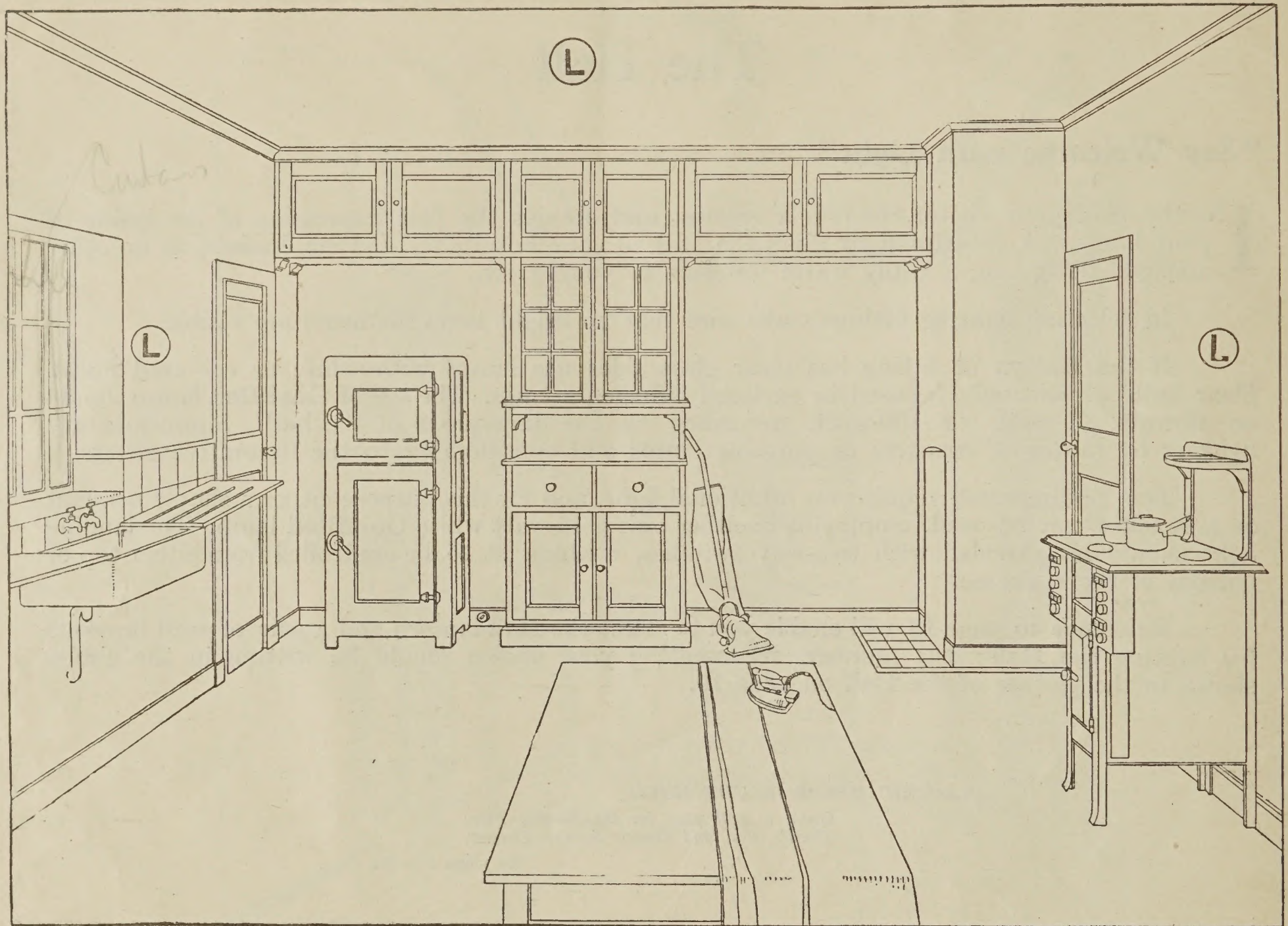
Reference to page 18 will enable you to select the Hall lantern and a pair of wall brackets for lighting the Hall; the numbers representing your choice should be written in the circles shown in the picture of the Hall on page 19.

ELECTRIC HELPS IN THE HALL.

*Instal a wall plug for the Electric Fire,
Electric Fan and Electric Suction Cleaner.*

See pages 21—22.

The Kitchen



The Kitchen

“Don’t stand in your own light”

THE most important work of the home is done in the Kitchen and good light is therefore essential. In many homes the Kitchen is lighted by a cord pendant with a shallow shade and brilliant lamp suspended low down in the room. This causes eye-strain and harsh shadows. A great deal of the work in the Kitchen is done facing the wall—at the dresser, the cooker, or the table—the light should therefore be so arranged as to render “standing in your own light” impossible.

The ideal way to light the Kitchen is to use a totally enclosed opal glass fitting fixed close to the ceiling and containing a 60-watt or 100-watt **Gasfilled** lamp. This will diffuse the light evenly all over the room. A cheaper alternative, although not so effective, is a short pendant, with a deep opal shade and white lamp. If the kitchen is large, or for use in the scullery, a bracket with a 40-watt white **Gasfilled** lamp should be fixed over the sink and cooker.

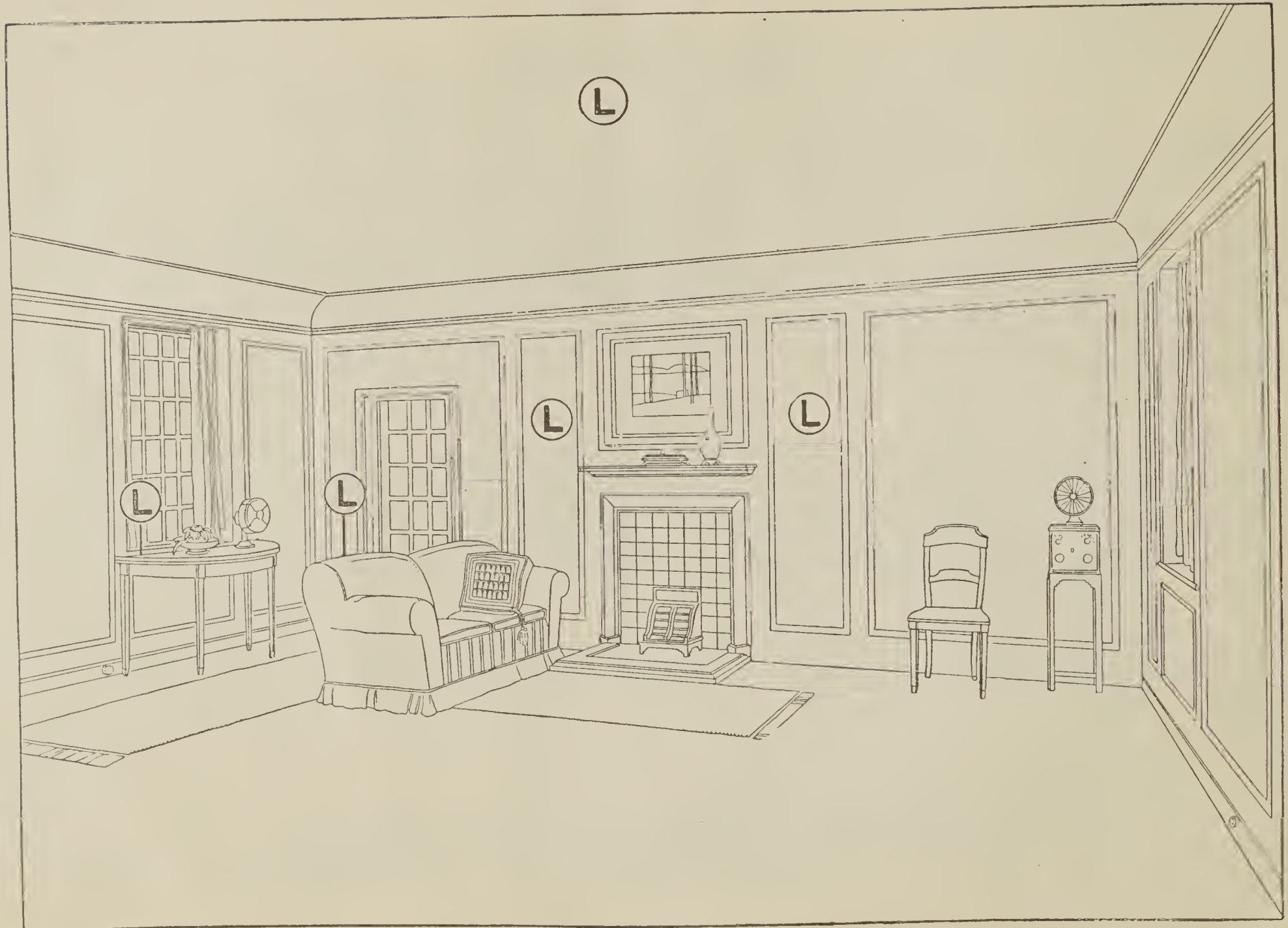
Select on page 18 the Kitchen light, Sink light and Cooker light which you prefer and enter your choice in the circles of the Kitchen picture on page 19.

ELECTRIC HELPS IN THE KITCHEN.

The Electric Cooker, Electric Refrigerator, Iron, Fire, Suction Cleaner and other appliances are always at your instant service when electricity is installed in the home.

See Pages 21—22.

The Drawing Room



The Drawing Room

“Beautify with Light”

THE Drawing Room, or Lounge, is the centre of the social life of the home. its varied uses demand special care in lighting. Consideration for colour harmony, restfulness, and at the same time provision for ample light for writing and reading is essential.

For general lighting, many people prefer a central fitting; this can take the form of a bowl made of glass or alabaster, or an electrolier with shades of glass or fabric to match the furnishings. If a bowl fitting is employed, a white **Gasfilled** lamp of 100-watts or 150-watts should be used for medium size rooms. Electroliers should be fitted with small white **Gasfilled** lamps of the same total wattage. If the room is long and narrow, two fittings should be used.

Coloured **Gasfilled** lamps in the warmer shades of orange, yellow and flame tints can be used with advantage.

The central fittings should be supplemented with wall brackets for decorative purposes. One floor standard and one portable lamp can usually be accommodated with advantage. Remember, good lighting helps to furnish the room, and wall lighting plugs help to make good lighting.

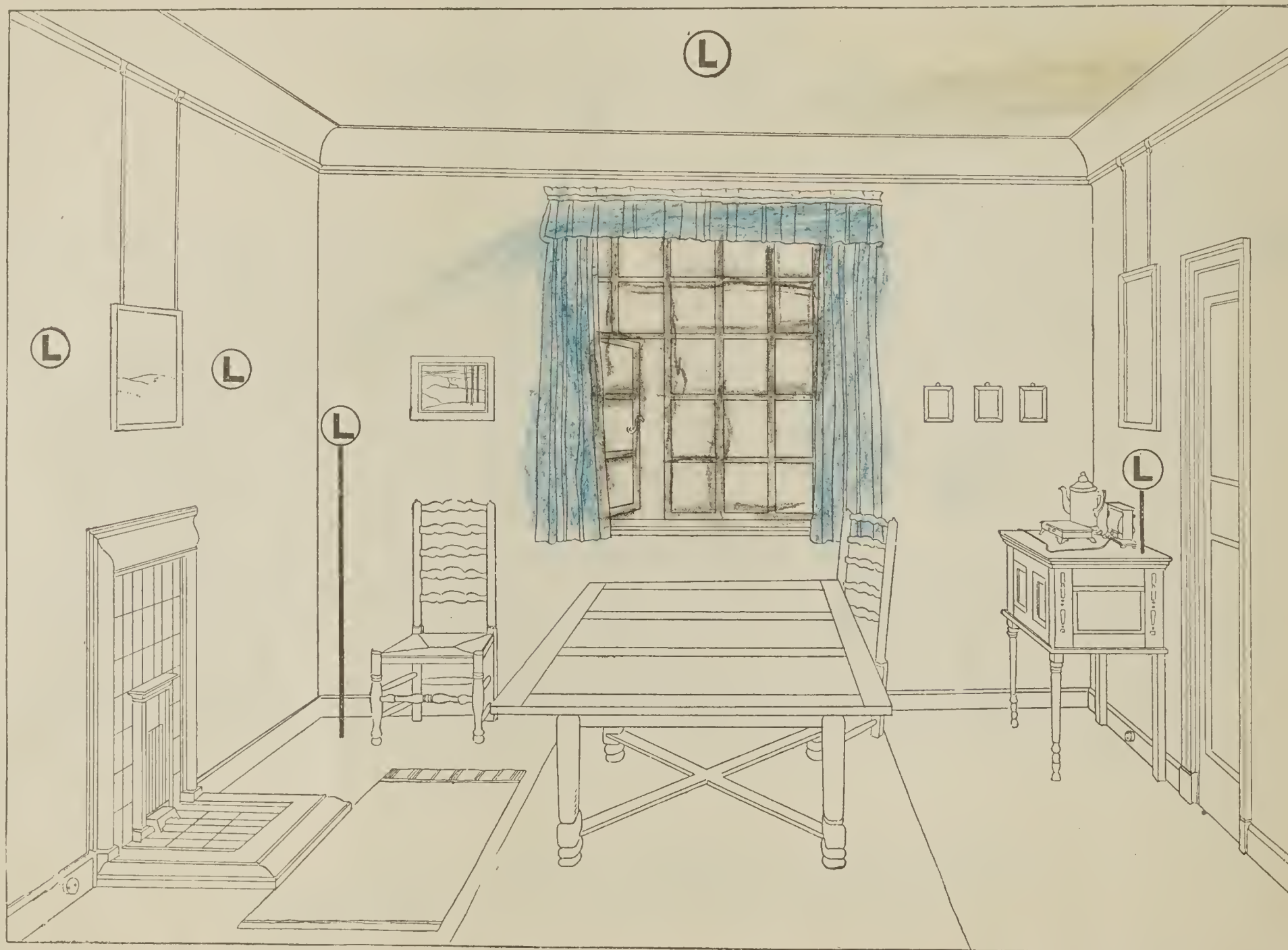
Make a selection from page 18 for the central fitting, wall brackets, floor standard, and portable lamp which you prefer, and enter the numbers in the circles of the Drawing Room picture on page 19.

ELECTRIC HELPS IN THE DRAWING ROOM.

Instal Wall Plugs freely for Electric Fire, Tea Kettle, Fan, and other domestic Electrical Appliances to improve the amenities of home life.

See Pages 21—22.

The Dining Room



The Dining Room

“Good Light is good company”

THE Dining Table is the natural centre of interest, and therefore should be covered with a flood of soft light to enhance the beauty of the table decorations. A pendant fitting with silk flounce is recommended, or a large shade of glass or parchment fitted with white **Gasfilled** lamps of a total wattage of about 120. The fitting should be suspended at such a height above the table as to prevent a direct view of the lamp bulbs.

In addition to the circle of light on the table, the remainder of the room needs supplementary lights for decorative purposes and to enable occupations to be pursued in comfort. Wall brackets, suitably shaded, add charming spots of decorative colour, while floor standards and portable lamps provide local light wherever it is required.

For a Dining Room furnished in accordance with some definite period, candelabra fittings and brackets are available which will harmonise with the decorative scheme.

On page 18 you will find a range of dining table fittings, brackets, floor standards and portable lamps. Select those which you prefer and indicate in circles provided in the Dining Room picture on page 19.

ELECTRIC HELPS IN THE DINING ROOM.

Instal Wall Plugs for the Electric Warming Plate, Toaster, Coffee Percolator, and other small cooking appliances for preparing a meal in a minute.

See Pages 21—22.

The Bedroom



The Bedroom

“The Sunshine of Electricity *never sets*”

LIGHTING requirements for the bedroom resolve themselves into adequate illumination for dressing, local light for the bed, and general lighting for the whole room. In many bedrooms an attempt is made to furnish all these requirements from a single lamp usually hung in the centre of the room, with the result that mirrors and cupboards are in shadow, while reading in bed is decidedly uncomfortable.

For general lighting a bowl fitting or enclosing unit should be fixed in the centre of the room ; a 60-watt or 100-watt **Gasfilled** lamp will give satisfaction.

The dressing table requires special consideration : a single or double pendant with 40-watt **Gasfilled** lamps is good, provided care is taken to hang it immediately in front of the dressing table mirror. Brackets fixed directly to the mirror enable the dressing table to be moved at will, with the assurance that the light is always in the right place.

For bed lighting a pendant or bracket placed over the bed is satisfactory provided the furniture is not moved, but a fitting equipped with a 40-watt white **Gasfilled** lamp clipped on the bed rail ensures complete satisfaction.

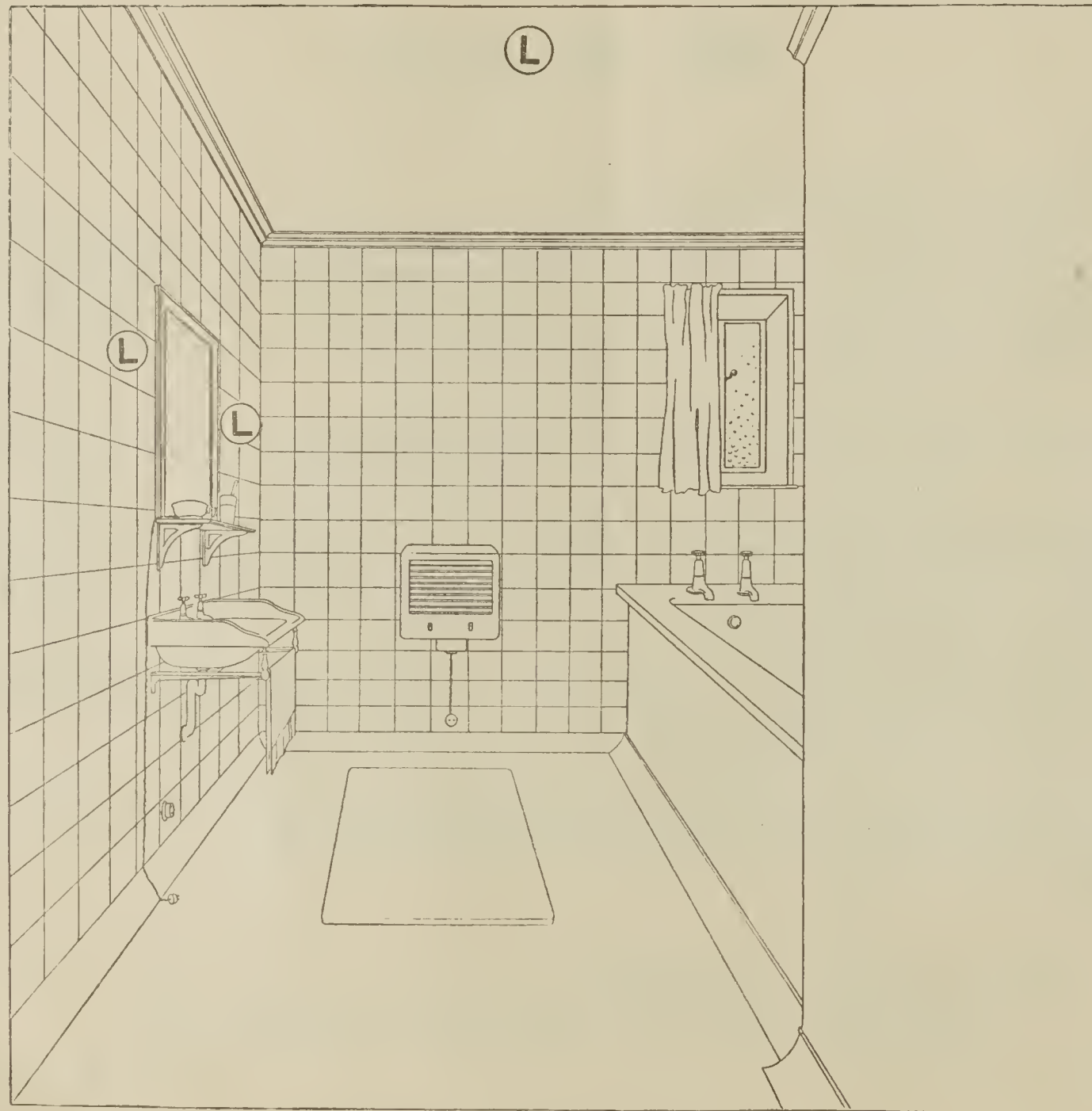
Fittings for lighting the bedroom are shown on page 18 ; make a selection and indicate your choice in the circles provided in Bedroom picture on page 19.

ELECTRIC HELPS IN THE BEDROOM.

Instal Wall Plugs in the Bedroom for the Electric Kettle which enables you to make tea without rising ; for the Electric Fire ; also for Electric Hair Dryer, Curling Tongs and other toilet uses.

See Pages 21—22.

The Bathroom



The Bathroom

“Electricity makes early rising easy”

SIMILAR fittings and lamps to those used in the Kitchen can, with advantage, be employed in the Bathroom. Enclosed fittings, in addition to their light-diffusing qualities, are dust-proof. A deep opal shade fixed close to the ceiling and fitted with a white **Gasfilled** lamp is a useful alternative. Separate lighting should be provided for the mirror, since such occupations as shaving need an intense light on the face free from hard shadows.

Make a selection from the Bathroom fittings and brackets shown on page 18 and enter your choice in the circles provided in the Bathroom picture on page 19.

General Lighting Requirements

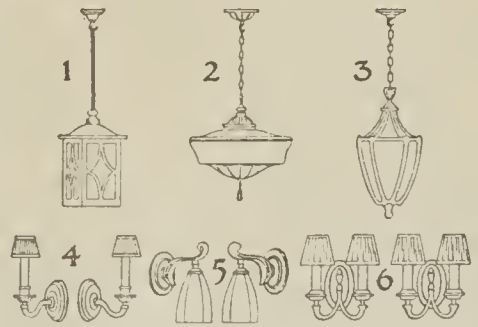

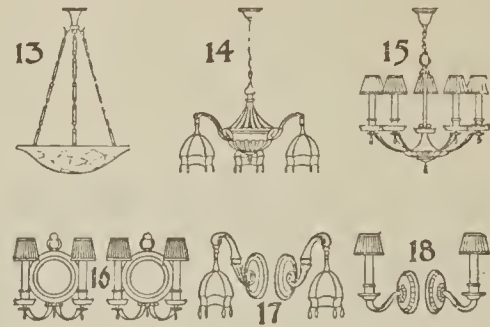
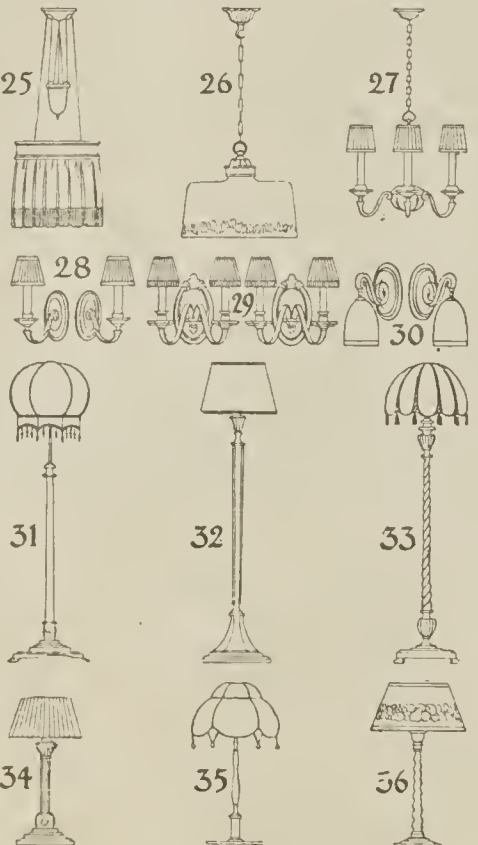
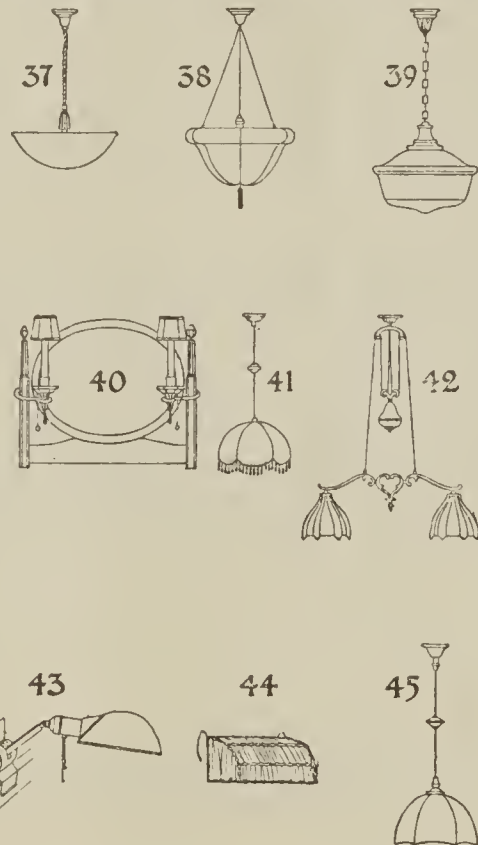
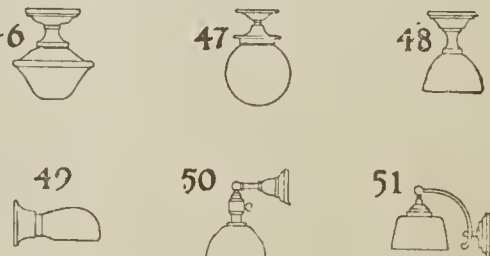
Limitations of space do not permit illustrations for lighting passages, attics, cellars, cupboards, etc. For these purposes simple pendants with small vacuum lamps, 20-watt or 30-watt, may be used. Any Electrical Contractor or Electricity Supply Undertaking will gladly give advice on all electrical matters without the slightest obligation.

ELECTRIC HELPS IN THE BATHROOM.

*Instal Wall Plugs in the Bathroom for the healthy glow of a radiant Electric
Fire, for Gown and Towel Heater Rails, Shaving Pot and other appliances.*

See Pages 21—22.

Electric Light Fittings for the Home

H A L L	K I T C H E N	D R A W I N G R O O M
		
D I N I N G R O O M	B E D R O O M	B A T H R O O M
		
		

The Drawings of Fittings illustrated on this page are intended only to indicate types, but similar units and many others in addition may be seen in *Electrical Supply Showrooms and Electric Shops.*

Page Eighteen

COMPETITION 1st Part.

Replicas of Illustrations appearing on pages 6, 8, 10, 12, 14 & 16.

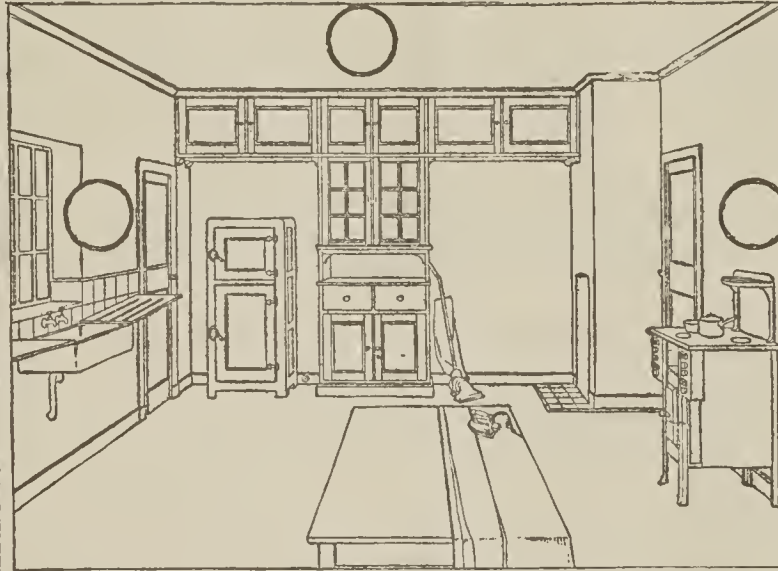
Completion of this portion
of the competition qualifies
for entrance in the Ballot
overleaf.

You are required to write in the blank lighting circles one "number" indicating the precise fitting you would select from page 18 for all the various lighting points in the six rooms.

The Hall.



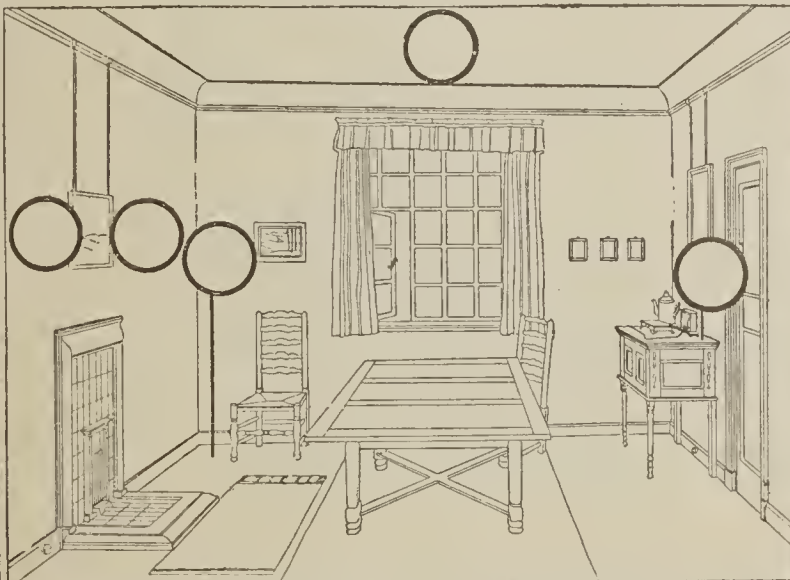
The Kitchen.



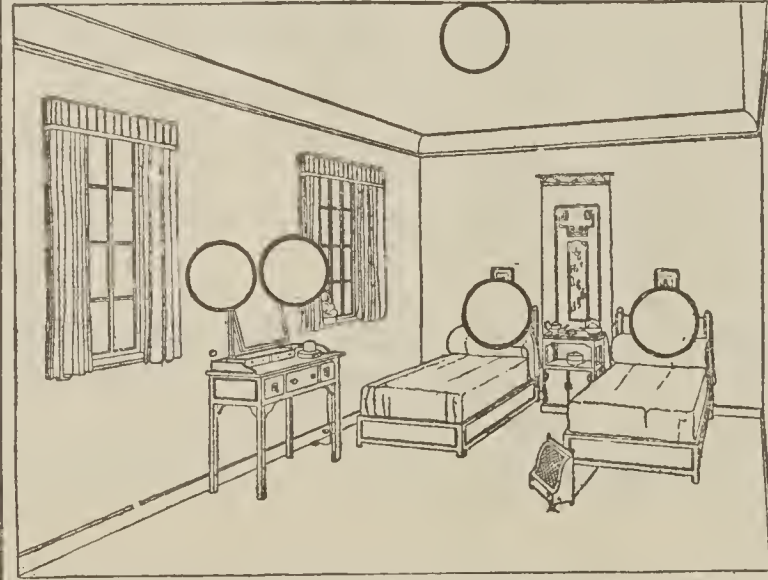
The Drawing Room.



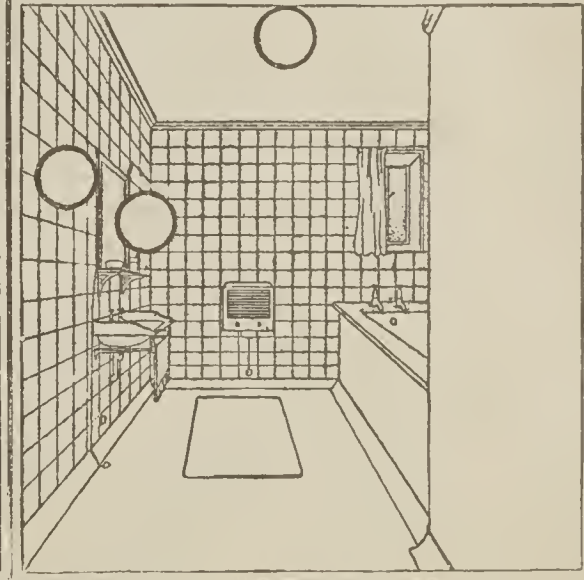
The Dining Room.



The Bedroom.



The Bathroom.



NOTE.—In the Bedroom: If the single pendant fitting is selected for the Dressing Table, one circle only need be filled in.

Please turn overleaf for Ballot Competition.

For Office use only W. O. B.
No.

E.D.A. Home Lighting Ballot Competition

A

I consider the chief
advantage of Elec-
tric Light to be—

No.

Place in space "A" the number representing what you personally consider to be the chief advantage shown in the list below to be derived from the use of Electric Lighting in the Home.

You are now required to place in column "B" figures representing the advantages in the consecutive order in which you consider they will be disclosed by the votes of the competitors. Twelve spaces must be filled in otherwise coupon will be cancelled.

1	Reliable	5	Cheerful	9	Safe
2	Simple to Control	6	Adaptable	10	Artistic
3	Saves Work	7	Fumeless	11	Convenient
4	Preserves the Sight	8	Economical	12	Clean

B

1st	
2nd	
3rd	
4th	
5th	
6th	
7th	
8th	
9th	
10th	
11th	
12th	

WRITE IN FIGURES ONLY.

Name of Competitor (Mr., Mrs. or Miss)

(BLOCK CAPITALS)

Full Postal Address

Date.....

I agree to abide by the Rules and Conditions of the E.D.A. Home Lighting Ballot Competition and to accept as absolutely final and binding the decision of the British Electrical Development Association, Inc.

Signed.....(ordinary Signature)

Name of Electrical Firm or Undertaking

from whom you obtained this book.....

Address.....

NOTE.—Page 19 must be completed or competitor will not be eligible for this Ballot Competition.

OTHER USES OF ELECTRICITY IN THE HOME.

ELECTRICITY brings the efficient and labour-saving methods of the factory into the home; it attacks dirt, damage and deterioration at their source; provides light and heat without flame or smoke, and enables the hard tasks of home life to be done without physical exertion; *Electricity makes life smoother.*

The difficulty of obtaining paid help loses its terrors for the over-worked housewife. Electricity is a first-class servant at third-class cost, and is on duty day and night without intermission all the year round. It is simplicity itself to control and can be introduced into the household with very little disturbance and without damage to decorations. To obtain light for illumination, heat for room warming, heat for cooking food, boiling water, power for sweeping carpets, cleaning polished floors, washing clothes, ironing, sewing and a score of other uses, all that is required is to "*touch the switch.*"

The Electric Home is no longer a dream of the future—the Electric Age has already dawned. The numbers of domestic users of electricity for lighting, heating, cooking and power are increasing by thousands every month.

There is often some misunderstanding concerning the cost of using Electricity, largely because the rates charged for the unit vary according to the purpose to which it is applied, and also because there is variation between the charges made in different parts of the country.

The amount of electricity used in a given time by an electric lamp or appliance is generally quite definite and not liable to be increased by the apparatus being out of order. The "Unit" is a definite quantity, it does not vary, and *electrical energy cannot be diluted or adulterated.*

The consumption of electricity by appliances in general use is as follows:—

LAMPS.

Marked	20 W.	50	hours	with	one	unit.
"	40 W.	25	"	"	"	"
"	60 W.	16	"	"	"	"
"	100 W.	10	"	"	"	"
Night-light	200	"	"	"	"	"

FIRES.

Marked	1 K.W. (1,000 W)	1	hour	with	one	unit.
"	2 K.W. (2,000 W)	$\frac{1}{2}$	hour	with	one	unit.

IRONS.

Marked	330 W.	3	hours	with	one	unit.
"	500 W.	2	"	"	"	"

COOKERS.

(4 to 5 K.W.) varying with nature of use, generally *one unit per day for each person* in a small family where all Cookery is done by Electricity.

WATER HEATERS (storage type), for baths.
3 to 4 units per bath.

KETTLES (2-pint).
About 6 operations per unit.

BOILING VESSELS ($\frac{1}{2}$ -pint).
Milk heaters, shaving water mugs and similar.
25 to 30 operations per unit.

FANS (Small).
10 to 15 hours for one unit.

SUCTION CLEANER.
4 hours for one unit.

CLOTHES WASHING AND WRINGING MACHINE.
4 hours for 1 unit.

WHAT ELECTRICITY COSTS.

IN MANY operations the appliance is not required to run all the time fully switched on : for example, one unit of electricity may be sufficient for five hours' steady ironing, although the iron is rated to use $\frac{1}{4}$ of a unit of electricity in one hour.

One unit of electricity is equal to 1,000 watts for one hour.

An appliance rated at 100 watts (W) would operate at full power for 10 hours with one unit of electricity : if rated at 250 watts it would operate for four hours with one unit of electricity.

It should particularly be noted that in most districts the rates charged for electricity for heating, cooking and power are much lower than those charged for lighting : for example, if the lighting rate is 6d., 7d., or 8d. per unit, the charge for heat and power may only be 1d., 1½d., or 2d. per unit.

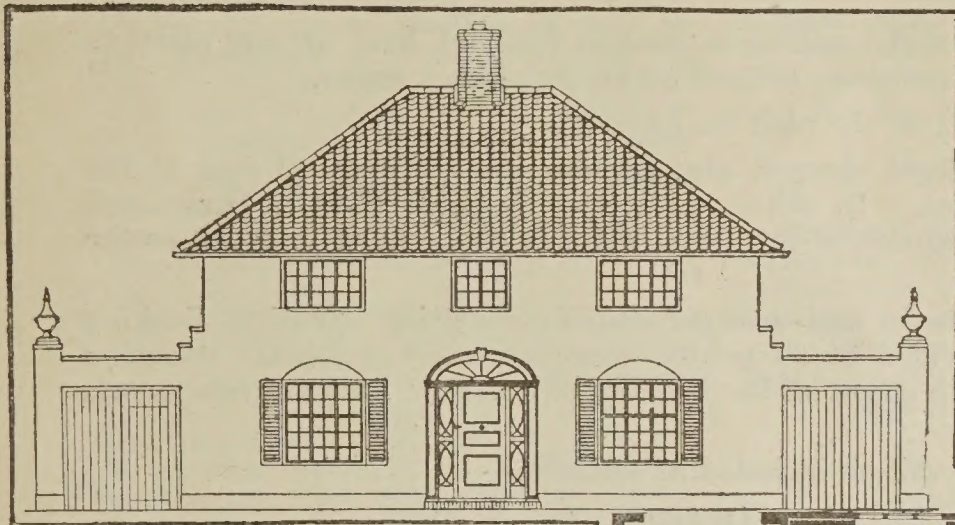
Many electricity suppliers offer " Combined Rates " which encourage increasing use of the supply : for example, a " fixed charge " of a few pounds per annum, and a single low rate per unit as recorded on the meter for all purposes : lighting, heating, cooking, etc.

These contract methods of charging should be enquired for as they frequently offer a considerable saving, and make it possible to simplify the wiring of a house and allow lamps and small appliances to be connected indiscriminately to any plug or connector in the building without need to consider whether the supply to them is charged for at the higher lighting rate or the lower power rate.

Facilities for obtaining domestic electric appliances on hire, and on hire-purchase terms, are rapidly increasing—and almost everywhere the cost of electricity is falling, having reached pre-war charges in many towns.

For reliable information on cost and use of Electricity for any purpose apply to your local electrical suppliers and electrical contractors.

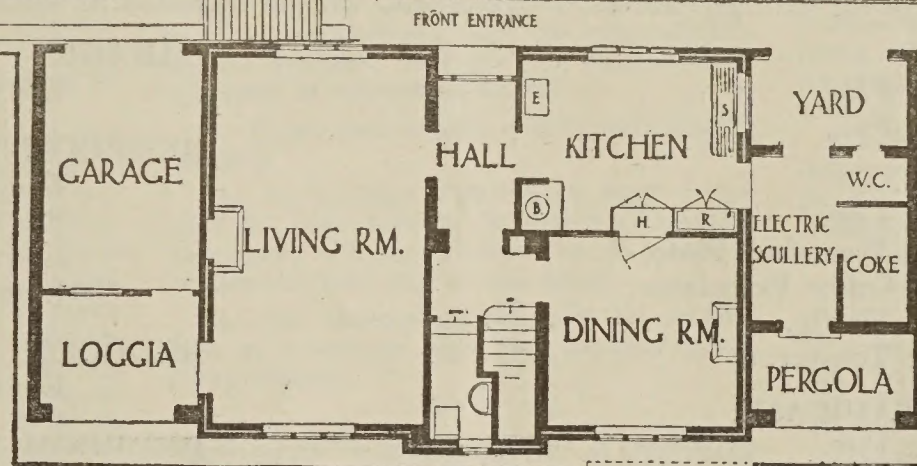
The Prize House



Front Elevation :

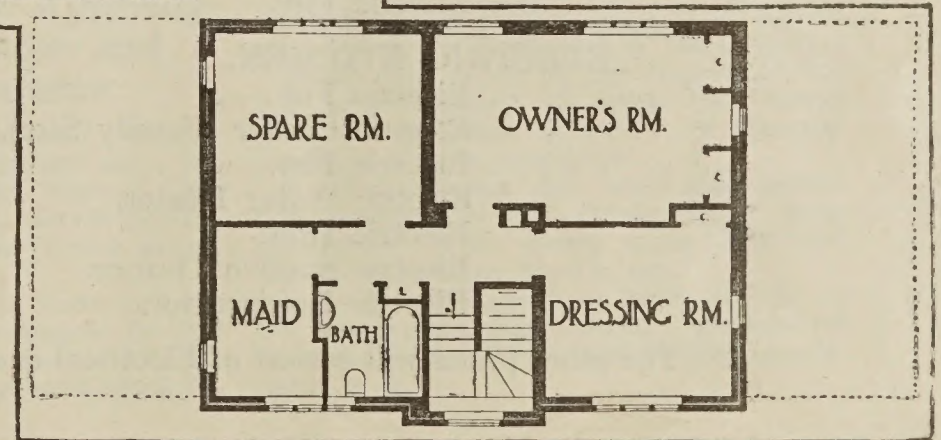
Ground Floor :

- E.—Electric Cooker
- B.—Boiler
- H.—Serving Hatch
- R.—Refrigerator
- S.—Sink



First Floor :

- C.—Cupboard
- L.—Linen



THE PRIZE HOUSE as illustrated (with a frontage of 60 ft.) will be erected on freehold land at any place to meet the wishes of the winner, subject to the simple conditions printed on inside of back cover.

Attention is specially directed to the reproductions of the plan on page 23.

The Association will prepare the conveyance, pay all legal charges, also give notice and pay all fees to the Local Authority and Water and Electricity Supply Authorities. In other words, the Freehold Electric House will be presented to the winner, ready for occupation, with the exception of furniture, without payment of so much as the smallest coin in the realm.

The House will be electrically wired with the best material and workmanship for Lighting, Heating, Cooking and Power; two and three-way switch controls will be provided at all points where necessary. Special attention will be given to the lighting equipment, to enable the winner to enjoy all the benefits of the very latest developments of engineering practice.

In addition to all lighting fittings, electrical equipment will be included as follows:—

LIVING ROOM.

Electric Fire.
Electric Fan.

DINING ROOM.

Electric Fire.
Electric Warming Plate.
Electric Coffee Percolator.
Electric Kettle.
Electric Toaster.

HALL AND STAIRCASE.

Electric Fire.

ELECTRIC KITCHEN.

Electric Fire.
Electric Cooker (Family Size).
Electric Fan.
Electric Water Heater.
Electric Iron.
Electric Suction Cleaner.
Electric Refrigerator.

GARAGE.

Electric Convactor.

BEDROOM No. 1.

Electric Fire.
Electric Kettle.
Electric Hair Dryer.
Electric Milk Warmer.

BEDROOM No. 2.

Electric Radiator.

BEDROOM No. 3.

Electric Radiator.

BATH ROOM.

Wall type Electric Radiator.
Electric Water Heater.
Electric Shaving Pot.

PORCH.

Illuminated Electric House Sign.

The other prizes will consist of Electrical equipment and appliances similar to those installed in the Prize House

Rules and Conditions of the E.D.A. Ballot

1.—Acceptance of these Rules and Conditions is a specific condition of entry for the competition, and the decision of the Council of the British Electrical Development Association, Inc., upon any point whatsoever must be accepted as final and legally binding.

2. The competition is open to any person over the age of sixteen. One entry only is permitted to each competitor, and no winner will be allowed to receive more than one of the prizes.

3.—Twelve of the principal advantages of Electricity for Lighting the Home are stated on the Ballot Form. Choose what you consider to be the principal advantage and record your vote in the voting space "A" provided. In recording this vote you should be guided entirely by your own personal opinion. These votes will determine the order of the popularity of the advantages as disclosed by the competitors.

4.—In the twelve spaces marked "B" record what you consider will prove, as a result of the votes recorded in space "A," to be the result of the voting of all competitors: that is to say, in the space marked "1st" the number of the advantage which you judge will receive most votes; in space marked "2nd" the number of the advantage which you think will receive the second largest number of votes, and so on up to twelve. All the twelve spaces must be filled in otherwise coupon will be cancelled.

5.—The competitor whose list in the space "B" agrees or most nearly agrees with the ascertained order of preference will be awarded the 1st Prize (a Freehold Electric House, or cheque for £2,000) irrespective of what number he or she puts in space "A"; the next nearest will receive the 2nd Prize, and so on. In the event of a tie the Council of the British Electrical Development Association reserve the right to arrange an Eliminating Competition.

6.—Write your full name and address clearly in block letters in the space provided

and send the Ballot Form without any other communication in a closed envelope stamped and addressed to:—

"BALLOT,"

THE BRITISH ELECTRICAL DEVELOPMENT
ASSOCIATION, INC.,
15, SAVOY STREET,
STRAND, LONDON, W.C.2.

All Ballot Forms must be received by March 31st, 1927, on which date the competition closes and any forms received after that date will not be allowed to compete.

7.—The votes will be counted by:—

THE BRITISH TABULATING MACHINE CO., LTD.,
GENERAL BUILDINGS,
ALDWYCH, LONDON, W.C.2.

8.—Proof of posting will not be accepted as proof of delivery and no responsibility will be accepted for any ballot papers lost in the post or delayed in delivery.

9.—Every prizewinner will be individually notified.

10.—No member of the E.D.A. Staff, or the staff of the British Tabulating Machine Company, will be allowed to compete or to benefit from any of the prizes.

11.—No correspondence can be entered into or questions answered concerning the competition.

General Conditions Applying to the Prize House and Electrical Apparatus.

A.—The Prize House will be built to plans prepared for the Association but may, in the sole discretion of the Council, be modified in material or minor details to suit the conditions obtaining in the district where it is to be erected.

B.—The site or land will be purchased by the Association as and where desired by the winner, provided the site selected is in Great Britain and is considered by the Council to

be reasonably suitable, convenient and within the limits of cost allocated for it, and convenient for the use of electricity from a public supply.

C.—The site chosen and the building of the house will be subject to the Building regulations or bye-laws applying thereto.

D.—The House will be built with the usual public utility connections, drainage, water and electricity supply, provided cost of these is reasonable and within the limits allocated by the Association.

E.—The winner of the first prize will be allowed three months in which to choose site and agree with the Council on details of the house to be constructed.

F.—The Association whilst using its best endeavours to expedite completion of the house or delivery of the prizes shall be under no obligation to do so within any specified time.

G.—The transfer of the prize house or delivery of other prizes to the winners shall be deemed to be a fulfilment of all the Association's liabilities in connection with the competition.

H.—The prize installation and/or appliances will be installed and/or delivered at or to any address within Great Britain and shall be used in connection with a public supply of electricity.

I.—The electrical apparatus and appliances selected by the winners must be of British manufacture and approved by the Council.

J.—In the event of the winner of the first prize deciding to accept the house, personal occupation is to be an essential condition of such acceptance.

K.—Prizewinners shall allow the Association facilities to photograph and/or write descriptions of the prizes when transferred and/or delivered or when in use.

L.—All copyright in or rights of user of the house plans and drawings, illustrations or descriptions, will be retained by the Association.

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